

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 398 Issue 4



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Copy

<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 9365	<b>Campaign Ref:</b> E:120710065
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C01C07	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/07/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06217617
<b>Est./PO Number:</b> 06217617	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> McCrory 4 NC Gov	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg
<b>Demographic:</b> (L) Household	<b>Order:</b>	Ashvill

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	06	120	30 Comme	Nbr of Spots	1	120
2	M-F 4-5p Judge Judy ...F..	04	130	30 Comme	Nbr of Spots	1	130
3	M-F 8a CBS This Morning ...F..	05	60	30 Comme	Nbr of Spots	1	60
4	M-F 9a Dr Phil ...F..	05	100	30 Comme	Nbr of Spots	1	100
5	Fri 9p ET / 8p CT Made In Jersey ...F..	05	650	30 Comme	Nbr of Spots	1	650
6	M-F 1135p ET / 1035p CT Late Show M.....	06	120	30 Comme	Nbr of Spots	1	120
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	120	30 Comme	Nbr of Spots	1	120
8	M-F 4-5p Judge Judy	04	130	30	Nbr of Spots	1	130
Weekly Totals: Total Spots(Ord Spots)					34	34	
Closed PR					3	3	

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9	M-F 8a CBS This Morning M.....	05	60	30 Comme	Nbr of Spots	1	1	60
10	M-F 9a Dr Phil M.....	05	100	30 Comme	Nbr of Spots	1	1	100
11	Sat 10p ET / 9p CT 48 Hours .....S.	06	500	30 Comme	Nbr of Spots	1	1	500
12	Sat 7p Access Hollywood .....S.	05		30 Comme	Nbr of Spots			
13	Sat 8-9p .....S.	06	250	30 Comme	Nbr of Spots	1	1	250
14	Sat 9-10p .....S.	06	300	30 Comme	Nbr of Spots	1	1	300
15	Sun 1030a ET / 930a CT Face The Nation .....S.	05		30 Comme	Nbr of Spots			
16	M-F 1135p ET / 1035p CT Late Show ...T...	06	120	30 Comme	Nbr of Spots	1	1	120
17	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	120	30 Comme	Nbr of Spots	1	1	120
18	M-F 4-5p Judge Judy	04	130	30	Nbr of Spots	1	1	130
<b>Weekly Totals: Total Spots(Ord Spots)</b>						34	34	
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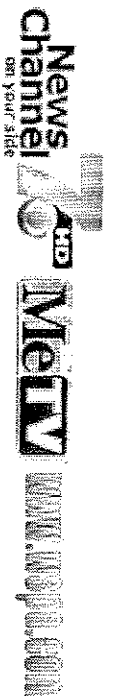
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19	M-F 8a CBS This Morning ...T....	05	60	30 Comme	Nbr of Spots	1	60
20	M-F 9a Dr Phil ...T....	05	100	30 Comme	Nbr of Spots	1	100
21	Tue 10p ET / 9p CT Vegas ..T.....	06	800	30 Comme	Nbr of Spots	1	800
22	M-F 1135p ET / 1035p CT Late Show .T.....	06	120	30 Comme	Nbr of Spots	1	120
23	M-F 11a ET / 10a CT Price Is Right .T.....	04	140	30 Comme	Nbr of Spots	1	140
24	M-F 3p ET / 2p CT Let's Make A Deal .T.....	06	120	30 Comme	Nbr of Spots	1	120
25	M-F 4-5p Judge Judy .T.....	04	130	30 Comme	Nbr of Spots	1	130
26	M-F 8a CBS This Morning .T.....	05	60	30 Comme	Nbr of Spots	1	60
27	Tue 8p ET / 7p CT NCIS .T.....	04	2000	30 Comme	Nbr of Spots	1	2000
28	M-F 9a Dr Phil .T.....	05	100	30 Comme	Nbr of Spots	1	100
<b>Weekly Totals: Total Spots(Ord Spots)</b>					34	34	
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	Total	Cost
29	Tue 9p ET / 8p CT NCIS Los Angeles ..T.....	05	1250	30 Comme	1	1	1250
30	Wed 10p ET / 9p CT CSI ..W....	05		30 Comme			
31	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	120	30 Comme	1	1	120
32	M-F 4-5p Judge Judy ..W....	04	130	30 Comme	1	1	130
33	M-F 8a CBS This Morning ..W....	05	60	30 Comme	1	1	60
34	M-F 9a Dr Phil ..W....	05	100	30 Comme	1	1	100
35	Sat 7p News .....S.	05	90	30 Comme	1	1	90
36	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	175	30 Comme	1	1	175
37	Tue 10p ET / 9p CT Vegas ..T.....	05	800	30 Comme	1	1	800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					34	34	
<b>Closed PR</b>					3	3	

## Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	Sat 7p Access Hollywood	:30 Commercial	10/01/12	Closed Pre Emption	150.00	35 (10/06)	0000169847	
15	Sun 1030a ET / 930a CT Face The Nation	:30 Commercial	10/01/12	Closed Pre Emption	275.00	36 (10/07)	0000177698	
30	Wed 10p ET / 9p CT CSI	:30 Commercial	10/01/12	Closed Pre Emption	1,200.00	37 (10/02)	0000178442	

## Grand Totals

Totals		Month 10 Weeks: 4						
		10/01						
Spots	34							
Cost	9365							

## Grand Totals:

Spots:	34
Gross Total:	9,365.00
Commission:	1,404.75
Net Total:	7,960.25